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Central America (2013): MAP Study evaluating the coverage, quality of coverage, and market penetration of condoms and lubricants in Belize, Guatemala, El Salvador, Nicaragua, Costa Rica, and Panama

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**Central America (2013): MAP Study, evaluating the coverage, quality of coverage,
and market penetration of condoms and lubricants in Belize, Guatemala, El
Salvador, Nicaragua, Costa Rica, and Panama**

PSI's Research Division
2013

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SUMMARY

BACKGROUND

PASMO (Pan-American Social Marketing Organization) is an affiliate of *Population Services International* (PSI), whose Regional Office is based in Guatemala and has activities in the seven countries of the Central American region. One of its programs consists of addressing simultaneously and comprehensively HIV prevention; it is associated to the Combined Prevention Program of the United States Agency for International Development (USAID). PASMO began distributing VIVE condoms and lubricants in 1997 aiming to increase the availability of these products by increasing the number of businesses that carry them in the high-risk zones of the region, and to encourage the entry of new condom brands. For more information, you can visit the following web page: <http://www.asociacionpasmo.org>.

OBJECTIVES OF THIS RESEARCH

Project MAP studies allow evaluating the availability of a product by measuring the compliance with previously defined standards. Their goal is to increase efficiency in the distribution of a product. The main objectives of the MAP 2013 survey carried out in Central America were to monitor: (1) the coverage and quality of coverage of condoms and lubricants in the HIV high-risk zones of the region; and (2) the penetration of said products. The previous MAP measuring study was performed in 2011; the 2013 study is the sixth round for Guatemala, El Salvador, Nicaragua, and Belize, and the fifth round for Costa Rica and Panama. Honduras was not included in the evaluation this year. The next measuring round is planned to take place in 2015.

METHODOLOGY

MAP Methodology utilizes a census of the high-risk zones or the Lot Quality Assurance Sampling (LQAS). All of the identified high-risk zones (HRZ) were visited in Guatemala, Nicaragua, Belize, and El Salvador. In Costa Rica and Panama, a sample of 19 HIV high-risk zones per country was randomly selected from an experience-based list (universe) elaborated by PASMO's local programs. A representative was interviewed using a structured questionnaire. Those businesses belonging to the "others" channel,

and which are generally excluded from the national strategies, were not included in the analysis. Most of the indicators are based on the question. “Do they have condoms on the day of the interview?”. The field study was carried out during the months of July and August 2013. For more information, you may request a copy of the study’s design at investigacion@pasmo-ca.org.

High-risk zone: *geographical space Men that have Sex with Men (MSM) and/or Female Sex Workers (FSW) gather to work or socialize.*

Coverage: *is defined as the proportion of high-risk zones that meet a standard. For the purposes of theses analyses, those businesses (channel “others”) not included within the sales strategy such as restaurants, hardware stores, boutiques, etc. were excluded.*

Quality of Coverage: *refers to a more restrictive standard, where it is not only required that businesses have the product being evaluated, but that those businesses comply with other previously defined quality characteristics. According to this definition, the quality of coverage should not be higher than the number of coverage.*

Penetration: *refers to the net percentage of businesses that had the product on the day of the interview.*

FINDINGS IN THE REGIONAL HIGH-RISK ZONES

- ∴ The coverage of condoms in high-risk zones has increased in relation to the lowest standards and remains stable in relation to the highest standards. This means that more zones are being covered with a smaller number of outlets.
- ∴ At the regional level, a 15% of quality of coverage has been achieved in regards to IEC material at the outlets. Almost 10% of the businesses, in addition to having condoms, they have them visibly displayed at the outlet. And the regional average of outlets that had not experienced any stock-out in the previous month increased by twelve percentage points, totaling 38.3% for 2013.
- ∴ In general, in more than two thirds (72%) of the high-risk zones of the region there is at least one outlet that sells water-based lubricants after midnight, which is when most of the sex trafficking and cruising activities take place.
- ∴ The percentage of businesses in high-risk zones that had condoms on the day of the visit (penetration) increased at the regional level when compared to the 2011 measurement, from 25.5% to 32.9%. This means that now there are more businesses handling the category. Although the percentage of high-risk zone businesses that had lubricants on the day of the visit has increased when compared to that of the previous assessment, this number remains at 12%.

MAIN RECOMMENDATIONS

- ∴ Support national condom strategies of the countries that have them; they should be promoted in other countries that do not have one. For this purpose, it is considered important that those parties involved in the comprehensive prevention of HIV, including all those organizations engaged in the distribution of condoms, work with a unified and classified list of high-risk zones.
- ∴ All the countries should perform a minute review of each high-risk zone in order to define short, medium and long-term targets so as to achieve the general condom penetration goals established for 2015. This review should be carried out in such a way that all resources and time available are optimized.
- ∴ Belize will implement a special strategy that includes the temporary hiring of a consultant who will dedicate 100% of their time to increase the penetration of these products in the markets.
- ∴ All data should be shared with entities of the Global Fund in these countries, especially the TMA analysis, aiming to refocus penetration strategies and to not duplicate efforts, but rather cover unattended gaps.
- ∴ It is increasingly more necessary to have a better segmentation of the high-risk zones and a separation of commercial sectors to ensure the proper use of the resources. High-risk zones should be constantly monitored so that they are properly addressed by the strategies.

FINDINGS

COVERAGE

Coverage is defined as the proportion of high-risk zones that meet a standard. For the analyses, all businesses that are not included in the sales strategy (channel “others”) such as restaurants, hardware stores, boutiques, etc. were excluded.

:: Coverage of condoms

Three minimum standards were set: that at least 35 %, 50% and 75% of the businesses should have condoms the day of the interview. Regarding the lowest standard, **increments** were reported for El Salvador, Panama, and Belize. No **increments** were reported for the rest of the countries. In relation to the 75% standard, the level of coverage in 2013 is not higher than 40% in any of the countries; while in relation to the 50% standard, only Panama reaches a high level of up to 80% coverage.

Table 1: Trend of the coverage of condoms, by country (supervisory area) in the Central American Region (2007 - 2013)

Country	35%		50%		75%	
	2011	2013	2011	2013	2011	2013
Guatemala	18 46%	9 27%(-)	4 10%	1 3%(-)	0 0%	0 0%(=)
El Salvador	2 25%	23 50%(+)	2 25%	6 13%(-)	0 (<20%)	0 0%(=)
Nicaragua	1 20%	4 15%(-)	0 (<20%)	1 4%	0 (<20%)	0 0%(=)
Costa Rica	9 60%	6 45%(-)	9 60%	5 40%(-)	5 40%	1 20%(-)
Panama	13 80%	17 (>95%)(+)	9 (-)60%	14 80%(+)	0 (<20%)	5 40%(+)
Belize	4 35%	5 42%(+)	3 30%	3 25%(-)	2 25%	2 17%(-)
regional	30.00%	42.0%	20.30%	19.5%	6.70%	5.2%

- To read the table: number of zones that meet the standard (coverage percentage) (comparison with the previous round, in the case of 2013).
- In the column corresponding to 2013 a symbol has been added comparing the coverage with that of the previous measurement (+)= coverage increases; (-)= drops; (=)= remains the same; no symbol=it is not possible to make a comparison.
- The LQAS table was used for the calculation of coverage percentages in Costa Rica and Panama. In the case of the other countries the LQAS table was not used because a census for the total number of the high-risk zones was performed (n=N). The number of zones by country for each year can be found in annex 1. The regional total corresponds to the weighted average of the coverage levels without using the LQAS table (number of zones that meet the standard/n), using the total number of zones per country (N) as “weight”.

❖ Lubricants

Table 2: Lubricants coverage by country (supervision area) in the Central American Region (2007 - 2013)

	2007	2008	2009	2010	2011	2013
Guatemala	15 (90%)	16 (95%)	9 (60%)	15 (90%)	37 (95%)	28 (84.8%) (-)
El Salvador	17 (>95%)	11 (70%)	13 (80%)	14 (85%)	19 (>95%)	39 (84.8%) (-)
Nicaragua	18 (>95%)	10 (55%)	9 (60%)	10 (65%)	12 (75%)	22 (84.6%) (+)
Costa Rica	9 (60%)	14 (85%)	12 (75%)	n/a	5 (40%)	6 (50%) (+)
Panama	15 (90%)	n/a	18 (>95%)	n/a	16 (95%)	16 (90%) (-)
Belize	4 (35%)	9 (60%)	2 (25%)	n/a	4 (35%)	0 (0%) (-)
regional	72.60%	64.50%	54.40%	62.70%	53.90%	72.10%

- To read the table: number of zones that meet the standard (percentage of coverage) (comparison with previous round, in the case of 2013).
- In the column for 2013 a symbol has been added, comparing the coverage of the previous calculation (+)= the coverage increases; (-)= drops; (=) = remains the same; without a symbol=it is not possible to make a comparison.
- To calculate the percentages for Costa Rica and Panama the LQAS table was used. In the case of the rest of the countries the LQAS table was not used because a census for the total number of the high-risk zones was performed (n=N).
- The regional total corresponds to the weighted average of the coverage without using the LQAS table (number of zones that meet the standard/n), using the total number of zones per country (N) as "weight".

The standard used to evaluate the coverage of high risk zones was that at least one business of the area should sell lubricants. Under this requirement, the coverage of lubricants increased only in Nicaragua and Costa Rica. The highest coverage is found in Panama where more than 90% of the red zones have at least one outlet selling lubricants.

QUALITY OF COVERAGE

The quality of the coverage refers to a more restrictive standard, where a business is not only required to carry the evaluated product, but also to comply with another previously defined feature of quality. That is the reason why the value of the quality of coverage is

generally lower than the value of the coverage itself. According to this definition, the quality of coverage cannot be greater than the number of coverage. The estimates in 2011 and 2013 were adjusted to this definition, and therefore there is a difference in relation to the calculation of previous years and, thus, cannot be compared with the ones included in their corresponding reports. Each of the paragraphs explains the standard used, which was also different from the ones used in previous years. For the analyses of the quality of coverage, all businesses classified as channel “others”, and which are not included in the distribution and sales strategies, were excluded. The list of businesses that make up each channel can be found in Annex 2 (survey).

Table 3: Quality of the coverage of condoms by country (supervision area) in the Central American Region (July/August 2013)

Country	QUALITY OF COVERAGE					
	Visible Information, Education and Communication (IEC) Material		Display of condoms		No condom stock out during the previous month	
	2011	2013	2011	2013	2011	2013
Guatemala	0 (0%)	10 (30%)	0 (0%)	1 (3%)	13 (33%)	9 (27.3%)
El Salvador	0 (<20%)	9 (20%)	1 (20%)	1 (2.2%)	2 (25%)	20 (43.5%)
Nicaragua	0 (<20%)	3 (12%)	0 (<20%)	0 (0%)	1 (20%)	2 (7.7%)
Costa Rica	1 (20%)	0 (<20%)	1 (20%)	4 (35%)	9 (60%)	6 (45%)
Panama	0 (<20%)	1 (20%)	2 (25%)	6 (45%)	13 (80%)	17 (80%)
Belize	0 (<20%)	1 (8%)	2 (25%)	2 (16.7%)	3 (30%)	5 (41.7%)
Total regional	0.60%	15.60%	6.50%	9.10%	26.80%	38.30%

- * To read the table: number of zones that meet the standard (coverage percentage).
- * To calculate the coverage percentages for Costa Rica and Panama the LQAS table was used. In the case of the rest of the countries the LQAS table was not used because a census for the total number of the high-risk zones was performed (n=N).
- * In 2011 and 2013, the calculation for coverage was adjusted to comply with the definition of the term according to PSI standards, and thus it is not comparable to that of previous years when each of the elements of coverage was presented.
- * To calculate the regional total (1) the proportion of zones that met the desired standard (without using the LQAS table) was calculated. (2) The results by country were weighed according to the total number of zones that were detected in each of them for this year.

❖ IEC Material

Quality of coverage of IEC material refers to those high-risk zones where 35% of the businesses had condoms on the day of the visit; and additionally, they had IEC, information, education and behavior material either on HIV, AIDS or commercial or generic condoms. Guatemala, El Salvador, Panamá and Nicaragua achieved a coverage between 12% and 30%. Belize only achieved 8%, and in Costa Rica the coverage is lower.

⚡ Display

Quality of Display coverage refers to those high-risk zones where 35% of the businesses had condoms on the day of the visit and they also had condoms in display. Both the IEC materials and the display of condoms increase the perception of availability. Costa Rica and Panama are the countries where condoms are displayed the most, while in Guatemala, El Salvador, and Nicaragua the values are 3% or less.

⚡ No stock out

Quality of no *stock-out* coverage refers to those high-risk zones where 35% of the businesses had condoms on the day of the visit and also did not run out of the product in the month previous to the interview (stock out). In general, more than 40% of the business report not having had any stock-outs. Panama is the country that had the lowest number of stock-out events, with coverage up to 80%. Guatemala and Nicaragua, however, present the lowest percentages 27% and 7%, respectively.

⚡ Schedule

A criterion different from the one used for IEC/display/no stock-out was used for the quality of schedule coverage. This standard refers to those high-risk zones where there is at least one business that sells condoms and is open between 12 at night and 6 in the morning. At least 80% of the businesses in the different countries have at least one business open after midnight, with Guatemala and Panama being the countries with over 95% of the business open after midnight. See table below:

Table 4: Quality of schedule coverage for condoms by country (supervisory area) in the Central American Region (July/August 2013)

Country	Standard: at least on business sells condoms and is open after midnight	
	2011	2013
Guatemala	29 (74%)	32 (97%)
El Salvador	10 (65%)	41 (89%)
Nicaragua	4 (35%)	23 (88%)
Costa Rica	10 (65%)	13 (80%)
Panama	15 (90%)	16 (95%)
Belize	1 (20%)	10 (83%)
Total regional	36.40%	87.70%

- To read the table: number of zones that meet the standard (coverage percentage).
- The LQAS table was used to calculate the coverage percentages for Costa Rica and Panama. In the case of the rest of the countries the LQAS table was not used because a census for the total number of the high-risk zones was performed ($n=N$).
- In 2011 and 2013, the calculation for coverage was adjusted to comply with the definition of the term according to PSI standards, and thus it is not comparable to that of previous years when each of the elements of coverage was presented.
- To calculate the regional total (1) the proportion of zones that met the desired standard was calculated (without using the LQAS table). (2) The results by country were weighed according to the total number of zones that were detected in each of them for this year.

PENETRATION

Penetration refers to the net percentage of businesses that had the evaluated product on the day of the interview. The table below shows the trends for condoms and lubricants over the years. For the analyses of penetration, all those businesses classified in the channel “others”, and which are not included in the distribution and sales strategies, were excluded. The list of businesses that make up each channel can be found in Annex 2 (survey).

Table 5: Trend of the penetration of condoms by country (supervisory area) in the Central American Region (2007-2013)

Country	2007	2008	2009	2010	2011	2013
Guatemala	31.30%	19.60%	27.20%	23.60%	30.10%	28.30% (-)
El Salvador	38.00%	31.20%	38.70%	28.90%	22.70%	33.87% (+)
Nicaragua	20.10%	23.60%	25.80%	18.90%	11.00%	23.35% (+)
Costa Rica	36.20%	50.90%	53.90%	n/a	13.60%	24.22% (+)
Panama	47.90%	60.30%	52.00%	n/a	46.70%	60.40% (+)
Belize	51.30%	62.40%	54.30%	n/a	26.50%	36.96% (+)
Total regional	33.20%	32.60%	37.80%	23.70%	25.50%	32.89% (+)

- Penetration is the net percentage of businesses that have the product on the day of the interview.
- In the column corresponding to 2013 a symbol has been added comparing the coverage with that of the previous measurement, 2011 (+)= coverage increases; (-)= drops; (=)= remains the same.
- In 2010, the calculation was not performed in Costa Rica; therefore n/a appears to represent “not applicable”.

For 2013, the highest level of penetration is found in Panama, where 60.4% of the businesses had condoms on the day of the interview, thus recovering the values it presented in 2008. The lowest level of penetration is found in Nicaragua with 24.2%; however, penetration has increased in this country with respect to the two previous measurements. At the regional level, an increase in penetration has also taken place, 32.9% of businesses have condoms available.

Table 6: Trend of penetration of lubricants by country (supervisory area) in the Central American Region (2007 - 2013)

Country	2007	2008	2009	2010	2011	2013
Guatemala	7.10%	6.20%	5.40%	8.70%	11.30%	9.30% (-)
El Salvador	8.10%	7.70%	5.40%	12.10%	10.30%	13.59% (+)
Nicaragua	4.50%	5.50%	3.30%	3.60%	4.80%	11.38% (+)
Costa Rica	5.70%	16.50%	17.80%	n/a	2.40%	5.19% (+)
Panama	16.40%	23.70%	22.90%	n/a	13.10%	21.37% (+)
Belize	5.00%	8.20%	0.90%	n/a	5.30%	0% (-)
Total regional	7.40%	9.20%	8.10%	8.10%	9.20%	12.04%

- Penetration is the net percentage of businesses that have the product the day of the interview.
- In the column corresponding to 2013 a symbol has been added comparing the coverage with that of the previous measurement, 2013 (+)= coverage increases; (-)= drops; (=)= remains the same.
- In 2010, the calculation was not performed in Costa Rica, Panama, or Belize, therefore n/a appears to signify "not applicable".

Penetration of lubricants is less than condoms, since it is a less known product and one that is not included in all prevention programs. However, the use of a lubricant together with a condom reduces friction and thus reduces the possibility of the breaking of the condom. The countries with higher percentages of businesses that have this product are Panama, El Salvador, and Nicaragua, with 21.3%, 13.6% and 11.4%, respectively. In order to increase both coverage and penetration, it is necessary to have a larger number of outlets in red zones that handle the category.

OTHER FINDINGS

Characteristics of the Sample

Due to the fact that many of the results presented in the following pages are crossed by distribution channel or socioeconomic level (SEL), in which the businesses are classified, it is necessary to present the composition of the samples by country and characteristic. Although the methodology does not allow an inference to the universe based on penetration, it constitutes a good indicator of the situation in the country. The classification was made by the field staff based on previous training and the parameters included in the measuring instrument (annex 2). All of the businesses included in the channel “others” were excluded for all analyses, the list of these businesses can be found in annex 2 (survey). The following table shows the composition of the sample in each country according to channel and socioeconomic level.

Table 7: Composition of the sample in high risk zones, by country (supervisory area) in the Central American Region (July/August 2013), broken down by channel of distribution and socioeconomic level (SEL)

Country	channel			SEL		
	Drugstore	Non-traditional	High-risk	High	Middle	Low
Guatemala	145 14.5%	516 51.6%	339 33.9%	23 2.3%	428 42.8%	549 54.9%
El Salvador	473 25.3%	785 42.0%	611 32.7%	166 8.9%	842 45.1%	861 46.1%
Nicaragua	77 15.4%	241 48.1%	183 36.5%	27 5.4%	167 33.3%	307 61.3%
Costa Rica	15 5.2%	207 71.6%	67 23.2%	7 2.4%	174 60.2%	108 37.4%
Panama	107 30.5%	121 34.5%	123 35.0%	37 10.5%	246 70.1%	68 19.4%
Belize	8 8.7%	58 63.0%	26 28.3%	20 21.7%	57 62.0%	15 16.3%
Total regional	825 20.1%	1928 47.0%	1349 32.9%	280 6.8%	1914 46.7%	1908 46.5%

- Penetration is the net percentage of businesses that had the product on the day of the interview.
- The difference reflected in the totals by country, when compared with the previous table, is due that some businesses, even though having been classified according to the channel, they were not classified by their socioeconomic level.

The red zone sample in Central America was composed by 47.0% of businesses from the non-traditional channel (convenience stores, neighborhood stores, supermarkets, gas stations, groceries, billiards, street vendors), 32.9% of businesses from the high-risk channel (bars, liquor stores, discotheques, motels, pensions, brothels, houses of female

sex working, massage parlors) and 20.1% from the drugstore channel. However, there are some significant differences by country that help understand the results of the level of penetration; the same are presented in the following section.

It is important to note that in Guatemala and Costa Rica the percentages corresponding to the drugstore channel are the lowest, with 14.5% and 5.2%, respectively.

Regarding the distribution by socioeconomic level (SEL), the table reflects the hot zones of the region, broken down into middle and low SEL, and they show similar percentages (46.7% and 46.5%, respectively) according to the classification of the survey (see annex 2). The businesses of a high socioeconomic level constitute only 6.8% of the sample.

❖ Penetration by channel and socioeconomic level

Table 8: Penetration of condoms by country (supervisory area) in the Central American Region (July/August 2013), broken down by channel of distribution and socioeconomic level (SEL)

Country	channel			SEL		
	Drugstores	Non-traditional	High-risk	High	Middle	Low
Guatemala	85.5%	16.9%	21.2%	60.9%	33.9%	22.6%
El Salvador	89.4%	15.7%	14.2%	80.1%	38.4%	20.6%
Nicaragua	92.2%	12.0%	9.3%	40.7%	34.1%	16.0%
Costa Rica	93.3%	16.9%	31.3%	42.9%	23.6%	24.1%
Panama	95.3%	70.2%	20.3%	73.0%	63.0%	44.1%
Belize	75.0%	44.8%	7.7%	45.0%	40.4%	13.3%
Total regional	89.7%	20.0%	16.6%	70.4%	38.9%	21.4%

* Penetration is the net percentage of businesses that have the product on the day of the interview

The penetration of condoms is higher in the channel “drugstores”, this can be explained by the fact that condoms are generally handled as medical products. The penetration in this channel may have affected the general numbers, as this happens in the two countries with the lowest proportion of drugstores (Costa Rica and Guatemala) where penetration in general is lower.

The penetration level found in the non-traditional channel (neighborhood stores, supermarkets, etc.) is, in general, the lowest, except for Panama and Belize. Being the largest channel it also affects the general numbers: Panama and Belize, where this

channel has the highest percentage, the general penetration level is the highest in the region.

In relation to the penetration level by socioeconomic level, a greater presence of condoms is found at the highest and middle levels. Penetration at the lowest socioeconomic level does not reach more than 24%, with the exception of Panama.

Table 9: Penetration of lubricants by country (supervisory area) in the Central American Region (July/August 2013), divided by channel of distribution and socioeconomic level (SEL)

Country	SEL			Channel		
	High	Middle	Low	Drugstores	Non-traditional	High-risk
Guatemala	26.09%	11.21%	7.10%	37.24%	0.39%	10.91%
El Salvador	42.17%	15.20%	6.50%	48.20%	1.78%	1.96%
Nicaragua	25.93%	14.97%	8.14%	46.75%	0.83%	10.38%
Costa Rica	14.29%	6.90%	1.85%	66.67%	1.93%	1.49%
Panama	54.05%	20.33%	7.35%	63.55%	1.65%	4.07%
Belize	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total regional	37.1%	13.7%	6.7%	48.0%	1.2%	5.5%

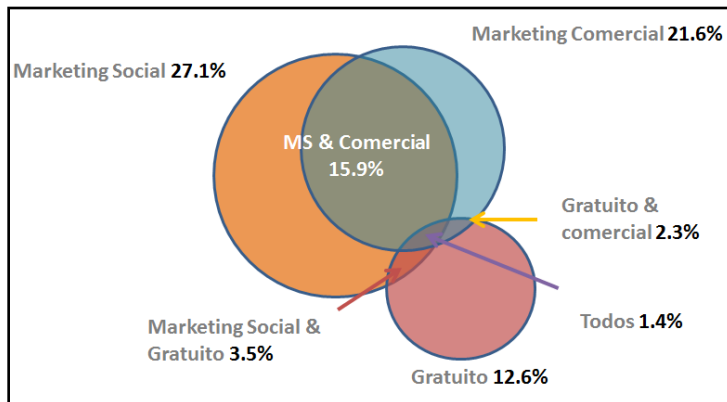
• Penetration is the net percentage of businesses that have the product on the day of the interview

The penetration of lubricants is higher for the channel “drugstores” and lower for the non-traditional one. Only 1.2% of the non-traditional channel businesses had some lubricant product on the day of the interview. Penetration in high level businesses is more than twice than that of middle level businesses and three times more than that of low level ones.

■ **TMA: Total Market approach**

Each of the condom categories (commercial, social marketing, or free) should cover a different segment of the market to ensure the largest possible number of businesses is covered aiming to have the right product in the right segment. Graph 1, below, shows the market regional distribution according to the 3 previously mentioned categories.

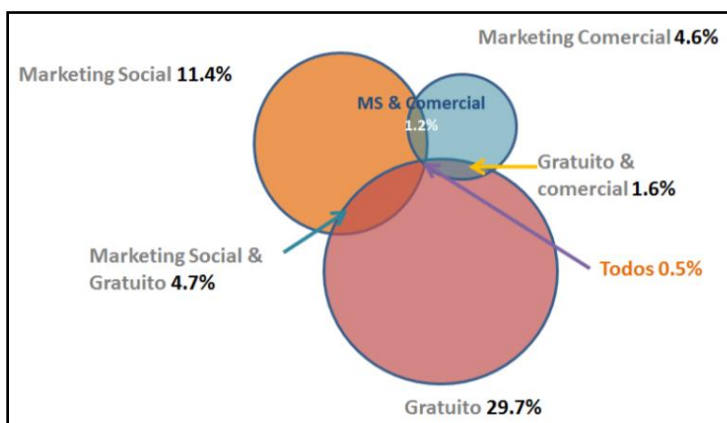
Graph 1: Total Market approach, condoms in Central America



At the general level, it can be observed that social marketing condoms are present in 27.1% of the businesses, while commercial sector condoms reach a presence of 21.6%; however, condoms from both sectors (commercial and social marketing) are present in 15.9% of the businesses at the same time. Free condoms are present in 12.6% of the businesses and share 3.5% of this presence with social marketing condoms, and 2.3% with commercial condoms.

The size of the market share covered by each condom category can also be explored by the channel that the businesses belong to. Given the importance the high-risk channel has for USAID's Combined Prevention Program for HIV, graph 2 shows the TMA exercise corresponding only to businesses from the high-risk channel (bars, taverns, night clubs, hotels, motels, pensions, etc.).

Graph 2: TMA, condoms in Central America – High-Risk Channel



The segment corresponding to free condoms is the one that covers most of the businesses, 29.7%; and shares 4.7% of this coverage with social marketing condoms, and 1.6% with commercial condoms. Condoms from the social marketing sector are present in only 11.4% of this channel's businesses, and commercial condoms, in 4.6%. Annex 3 shows the market distribution for each country.

LIMITATIONS

MAP studies provide measures of the coverage using the geographical area as the unit of analysis. It should be taken into consideration that the LQAS methodology used in some countries is a hypothesis evaluation that does not yield precise coverage measurements at the supervisory area level (country, in this case): the zones are classified as covered or not properly covered.

The standard of 75% of coverage was set based on the distribution study performed by Nielsen in 2006, with a different methodology. This standard has proven being difficult to achieve.

The following are some of the limitations found in the field:

- ❖ The census included many business categorized in the channel “others”, such as ice-cream shops, clothing stores, etc. These businesses do not meet the criteria for the distribution strategy of condoms and, thus, were excluded from the analysis.
- ❖ There are different interpretations for what a point of high-risk is and what a high-risk zone is. For example, some see it as the place where a sexual transaction takes place and others as where the sexual act takes place; in addition, some of the high-risk zones that have been identified are very small and do not include risk activities. This has an effect on the coordination of education and distribution activities, as well as on activities regarding product availability.
- ❖ Some of the zones were wrongly defined or overlapped with other zones, others didn't have a point of sale and the only risk area was a park or street that didn't have a person “in charge” who could answer the survey. This has an impact on the level of the indicators, since percentages are difficult to estimate in zones with few points of sale. For example: it is not the same to calculate the penetration level in a zone where there is just one business that has condoms, which would mean penetration there is equal to 100%; than to do it for a zone with 100 businesses where just one business has condoms, which would mean penetration there is 1%.
- ❖ Since commercial sex is illegal, there is some reluctance in some high-risk businesses to accept that the same is real; and, therefore, to answer some of the

questions. Hence, the data may be an underrepresentation of the level of penetration in the high-risk channel.

- ∴ Some questions are based on the investigator's criterion, which is the case in relation to the classification of the socioeconomic level, or the detection of "hidden" high-risk businesses such as beauty parlors or restaurants. This requires a lot of training and monitoring and even then, the assessment is subjective.
- ∴ Due to security issues in the region, many businesses do not feel safe answering the survey. In addition, some people could feel embarrassed to answer the questions because of the product category, especially in the non-traditional channel and in the channel "others".
- ∴ A large and undetermined number of non-traditional businesses whose owners are Chinese and serve their clients using sign language (manual communication) were detected in Belize and Panama. This made it difficult to use the instrument (survey) completely.
- ∴ There is usually a high flow of people in the non-traditional channel; this made the respondents interrupt the interview in order to continue with their activities; therefore it could take a lot of time to complete the survey. And because of the previous reason, sometimes the respondent decided to stop the interview.

METHODOLOGIC AND PROGRAMMATIC RECOMMENDATIONS

Programmatic recommendations:

- ⌘ Clearly define the meaning of the terms point of risk and high-risk zone, using qualitative and quantitative terminology. In collaboration with other organizations, prepare a list of those points and zones and create training and updating programs.
- ⌘ Work on increasing and maintaining the number of points of sales, to increase coverage, penetration and the perception of availability.
- ⌘ Review program goals and incentive strategies to determine if the approach is focused on volume.
- ⌘ Place emphasis on the elaboration and display of material at the points of sale mainly in the high-risk channel.
- ⌘ Work on increasing the number of points of sales in low socioeconomic levels to increase the equity among these groups.
- ⌘ Take into consideration, at the time of developing new strategies that the largest number of businesses in high-risk zones corresponds to the non-traditional channel, which is precisely the channel with the lowest penetration.
- ⌘ Promote sales and usage of lubricants together with condoms since this reduces friction and, thus, the risk of breaking the condom.
- ⌘ Focus on the availability of free condoms in the high-risk channel of and at the low socioeconomic level.
- ⌘ Support the opening of new business with programs of Information, Education and Communication material (IEC).
- ⌘ Promote the display of condoms in businesses that have them in the high-risk channel.
- ⌘ Penetration should be increased in high-risk businesses and in the high socioeconomic level in order to increase the availability of condoms after midnight, when most of HIV risk activities take place.
- ⌘ Always take into consideration, when developing strategies, the promotion of equity of coverage at all socioeconomic levels.

Related to methodology it is recommended:

- ⌘ Review the supervisory areas of the next rounds to be able to make more specialized recommendations by country.
- ⌘ Review the coverage standard for lubricants, which should be responsive to the programmatic goals.
- ⌘ Create benchmark goals to assess coverage and penetration. These should respond to local and regional goals.
- ⌘ Review and define the coverage quality standards to determine if these respond to the strategic goals.
- ⌘ Consider the possibility of performing a census of zones in Costa Rica and Panama; this would refine the results since it does not involve a LQAS analysis, and would also give the opportunity to elaborate lists and maps of all the businesses, which, in turn, would facilitate performing a follow-up of the sales and distribution strategies.
- ⌘ Perform cross measurements of condom possession in target populations through monitoring studies (TRaC) and MAP to determine if there is any relation between this and the level of penetration.
- ⌘ Perform a qualitative investigation and classification of the businesses in high-risk zones, by country; and identify the obstacles each of them faces when handling the category, especially in the non-traditional channel.

Annex 1: List of High-Risk Zones in the Sample

Table 10: Quantity of high-risk zones (universe, N) by country (supervision area) in the Central American Region (2007 - 2013)

Country	2007	2008	2009	2010	2011	2013
Guatemala	68	68	48	48	39	33
El Salvador	56	56	54	68	37	46
Nicaragua	61	61	162	152	64	26
Costa Rica	43	43	53	n/a	42	19
Panama	44	44	47	n/a	57	46
Belize	37	37	37	n/a	133	13
Total regional	309	309	401	268	372	183

- The universe of zones was determined using a diagnosis developed by PASMO based on their experiences and activities.
- A sample of 19 randomly selected zones was used for all the years and all the countries, with the exception of Guatemala in 2011, due to the fact that a census of the high risk zones was performed (n=N); and for 2013, when a census was performed for all the countries, with the exception of Costa Rica and Panama.

GUATEMALA

Coatepeque	DESDE 4 AVENIDA Y 5 AVENIDA
Xela 1	DESDE 1 y 2 calle
Xela 2	DESDE 5 y 10 calle
Retalhuleu	DESDE 8 y 9 avenida
Malacatán	DESDE 3 y 7 avenida
Tecun Umán	DESDE 3 a 8 avenida
Escuintla	DESDE 3 y 8 calle
Puerto San José	DESDE Avenida 30 de junio
Santa Lucía Cotz	DESDE 1 y 5 calle
Nueva Concepción	DESDE Calle Nicaragua
La Florida	DESDE 5 a 7 avenida de Calzada San Juan
Zona 7	DESDE De 2da 7ave. Auto vía Mixco
Zona 8-1	DESDE Ave. Bolívar a 5ave.
Zona 8-2	DESDE Av. Bolívar a 5 ave.
Terminal	DESDE 6ta a 9na calle
Amatitlán	DESDE de 0 a 3a calle
Mazate 1	DESDE 9 a 12 calle
Santa Cristina	DESDE 8ta. Calle
Cuyotenango	DESDE Salida a centro uno la maquina
San Antonio	DESDE 4ta calle a un costado del mercado
TSF zona 1	DESDE 7av. A 11 ave.
Cerrito	DESDE 1era a 3era calle
La línea	DESDE Avenida del Ferrocarril
Zona 6	DESDE 16 a 21 ave.
Chimaltenango	DESDE Carretera Interamericana
Puerto Barrios	DESDE 10 a 15 calle
Zona 12	DESDE 7a ave y 3era ave.
El Guarda	DESDE 1era a 5ta ave.
Zona 11	DESDE 9 a 11 calle
Caprichos	DESDE 5ta a 6ta avenida
Barberena	DESDE 1era 5ta calle
Chiquimulilla	DESDE 2da y 4ta calle

EL SALVADOR

ZONA BLOOM	Calle Gabriela Mistral, Colonia Buenos Aires # 1019
ZONA OLIMPICA -ROOSVELT	49 Avenida Sur
ZONA FLOR BLANCA	Calle Monseñor Carlos de Valaguer # 12
ZONA PASEO	Avenida Jerusalem # 205
ZONA SANTA TECLA	5ta Avenida Sur
ZONA SOYAPANGO	2da Calle Oriente
ZONA APOPA	3ra Avenida Sur
ZONA INDEPENDENCIA	16 Avenida Norte
ZONA ZURITA	4ta Avenida Sur
ZONA CENTRO	5ta Avenida Norte
ZONA SAN MIGUELITO	25 Calle Oriente
ZONA AGUILARES	Urbanizacion Cañas Prieto
PARQUES Y ALREDEDORES DE COJUTE	Av. Raul Contreras 1° calle poniente,Cojutepeque
ZONA DE COMERCIO SEXUAL EL RAMALAZO	Av. Doroteo Vasconcelo frente al parque,Sensuntepeque
ZONA DE COMERCIO SEXUAL LORENZANA	col. Lorenzana salida a Zacatecoluca, San Vicente
ZONA PARQUE DE LA LIBERTAD	1° Av. Sur ,Calle el Calvario, La libertad
ZONA DE TRABAJO SEXUAL ZACATECOLUCA	Carretera litoral Km. 56 1/2 Fte. Ala Despensa de Don Juan ,zacatecoluca.
ZONA DE COMERCIO SEXUAL LA HERRADURA	Calle Principal al muelle ,Barrio el Centro,La Herradura
ZOPNA DE TRABAJO SEXUAL DE SANTIAGO NONUALCO	Barrio el Calvario por parada de Buses ruta 133
ZONA DE TRABAJO SEXUAL DE CHALATENANGO	Calle Morazan , Barrio el centro Fte. A la Alcaldia
ZONA LAS ISLETAS	Calle a la Costa del Sol , Canton las Isletas
ZONA 1 SANTA ANA	Desde el parque colon Sobre la 11 calle poniente
ZONA 2 SANTA ANA	Cerveceria la Botana en la 13 Calle poniente por terminal de Santa Ana
ZONA 3 SANTA ANA	Desde Cerveceria Daniela en la 11 call poniente saliendo por la 14 Av. Sur para ir a la 7° calle poniente
ZONA AHUACHAPAN	Desde la Avenida 2 de abril frente al mercado
ZONA CARA SUCIA	Desde la PNC
ZONA CHALCHUAPA	6° calle poniente
ZONA FRONTERA ANGUIATU	Desde la cerveceria Bety de la carretera internacional
ZONA LOURDES COLON	Desde Cerveceria el milenium Atrás de Banco da vivienda
ZONA MERCADO EL ANGEL SONSONATE	Desde la línea Ferrea
ZONA METAPAN	Desde el hoppedaje martinez de la 2° calle ponoente Barrio las Flores
ZONA NIGHT CLUBES DE SONSONATE	Boulevard las palmeras calle a Agape
ZONA PASEO 15 DE SEPTIEMBRE	Desde el gitano Sobre el paseo 15 de Septiembre
ZONA SAN JUAN OPICO	Dese Cerveceria El Mangito carretera a san Juan Opico
ZONA SAN PABLO TACACHICO	5° calle poniente Barrio el Centro
ZONA SIN LEY	Desde el parque Rafael Campo
ZONA EL TRIANGULO	Calle panamericana . Entrada a San Miguel
ZONA GOTERA	Calle principal, Av Thompson, Fte a Sibasi
ZONA LA UNION	3a. C.I Pte. 6a. Av. Nte.
ZONA SANTA ROSA DE LIMA	Av. Ferndo Benitez, B. La Esperanza
ZONA USULUTAN	10ª Av. Sur. Y 1a Calle Ote. Bº El Calvario
ZONA CENTRO DE SAN MIGUEL	10a.Cl. Ote. 303 Bo. La Cruz
ZONA EL CUCO	C. Maria Dolores Castellom
ZONA EL TRANSITO	Av. Ferrocarril, entrada Ppal al Tiangue.
ZONA FRONTERA EL AMATILLO	1/2 cuadra Banco Occidente, Honduras
ZONA METRO CENTRO SAN MIGUEL	Carretera Panamericana. calle Entrada a Monte grande

NICARAGUA

Bello Horizonte	La rotunda
El Mayoreo	Gasolinera UNO Mayoreo, sobre la pista
La Subasta	Hotel Estelí
Mercado Israel Lewites	Bar El Cubano
Mercado Oriental, sector el Novillo	Bar El Manguito Tropical
Mercado Oriental, sector el Calvario	referencia, cooperativa de buses Ricardo Morales Avilés
Sector El Pilin	Bar El Pilin hacia el lago
Sector Iván Montenegro	Semáforo Iván Montenegro, costado opuesto al Verdugo
Sector Roberto Huembes	Semáforos entrada a La Fuente
Gasolinera UNO entrada Managua a León	Esquina del Beny bar
Gasolinera UNO salida a Chinandega	La Gasolinera
La Estación	Bar Nuncio
La terminal de buses	Salón Yuly
Gasolinera Petronic	La gasolinera
Gasolinera UNO, salida a Somotillo	La gasolinera
Parque central Santa Ana	El parquet
Sector del Aserrio	Frente a fundación Cohen
Terminal el Bisne	La terminal
Parque central y sector de la portuaria	Bar El Cabayan
Mercado Guanuca	Bar Lorenzo
Sébaco	Gasolinera UNO
Carretera Panamericana	Gasolinera UNO, cerca de la cotran del Norte
Mercado Municipal	Bar Chico Negro
La rotunda de Rivas	La rotunda
Municipio de Cárdenas	Frontera Peñas Blancas
Municipio Dipilto	Frontera Las Manos

COSTA RICA

Zona 1 San José Norte	Calle # 23 Avenida #11
Zona 2 San José Norte	Calle # 5 Avenida # 11
Zona 3 San José Norte	Calle # 8 Avenida # 11
Zona 4 San José Sur	Calle # 13 Avenida # 24
Zona 5 San José Sur	Calle # 8 Avenida # 24
Zona 6 Cartago	Cartago ruta 228, Avenida 7
Zona 7 Cartago	cementerio cartago sobre vía principal 75 este esquinero
Zona 8 Puntarenas	Puntarenas esparza contiguo restaurante oasis
Zona 9 Puntarenas	Puntarenas , entre el cruce barranca, y carretera Liberia
Zona 10 Puntarenas	Puntarenas centro , del banco nacional 225 oeste
Zona 11 Puntarenas	Puntarenas centro del banco de costa rica 125 norte
Zona 12 Alajuela	mercado central Alajuela esquina noroeste 50 norte mano izq.
Zona 13 Guanacaste	cañas ,guanacaste de la estación Texaco 100 oeste
Zona 14 Guanacaste	Liberia guanacaste 15 km oeste carretera hacia peñas blancas , zona irigaray
Zona 15 Guanacaste	Nicoya , guanacaste entre cruce de Nicoya , santa cruz
Zona 16 Guanacaste	Santa Cruz ,guanacaste del banco nacional santa cruz 800 este carretera hacia Liberia
Zona 17 Guanacaste	Nicoya , del cruce mansión carretera hacia Nicoya 300 oeste
Zona 18 Goicoechea	Barrio Tournon ,Barrio amon del centro comercial el pueblo entrada principal 25 oeste
Zona 19 Quesada	Carretera principal a Ciudad Quesada, 4 Kilómetros antes de centro , mano izquierda / Alajuela

PANAMÁ

San Miguelito No.1	De la Estrella Azul hasta el puente de San Miguelito
San Miguelito No.2	Después del puente de San Miguelito (Vía Colón) hasta entrada San Isidro
Rio Abajo #2	Super 99 de Río Abajo hasta semáforo de la 12 de Octubre
Via Venetto #1	Desde el McDonalds hasta la salida de Vía Argentina-El Cangrejo
Via Venetto #2	Desde Cable & Wireless Vía España hasta Iglesia del Carmen
Vía Argentina	Desde el Hotel Venetto hasta el Restarurante Siete Mares
San Felipe #1	Desde la Policía de San Felipe hasta el Super Mercado Rey Bombero
San Felipe #2	Desde Ave. Cuba hasta el Mercado del Marisco
Ave. Perú	Desde la Lotería Nacional hasta Tribunal Electoral de Cedulaón
Vista Alegre	Desde el Rey de Vista Alegre hasta Bar Los Amigos
Chorrera	Desde el Parque Chorrera hasta el Supermercado Rey de Chorrera
Chorrera	Vía Libertadores y Avenida Las Américas
COLON Meléndez	Calle 7 y Meléndez hasta la Escuela Santa Teresita. Parque Sucre
COLON Bolivar	Desde Calle 10 y Bolivar hasta Calle 12 y Bolivar
Los Santos	Desde el Almacén Villarreal hasta la Vía Santos Domingo
Santiago #2	Mercado Público
Chiriquí - David #3	Barrio Manuel Q. Villarreal. Desde la Policlínica hasta el Hospital Chiriquí
Chiriquí - David #5	Ciudad de David, centro. Desde el Cuartel de Bomberos hasta el Hotel Nacional
Chiriquí- Puerto Armuelles	Paso Canoa. Frontera con Costa Rica

BELICE

Corozal 2	Sea front area
Corozal town	Airstrip Area
Punta Gorda	Jose Maria Nunez Street, Punta Gorda, Toledo District
Punta Gorda 2	Front Street, Punta Gorda Town, Toledo District
San Pedro 1	Barrier Reef Drive (Front Street)
San Pedro 2	Boca del Rio
San Pedro 3	Airstrip Area
Cayo 1	Bullet Tree Falls Road, Cayo District
Cayo2	Buena Vista Area , Cayo District
Orange Walk Town	Main Street and Queen Elizabeth Park
Belize city - Pound Yard area	Cemetery road -Canal Side -King st
Belize city - Orange Street	Orange st /Downtown area
Belize city - Newtown Barracks area RED Zone	Newtown barracks and Barrack road

Annex 2: Survey

CENTRAL AMERICA (2013): Availability of condoms and lubricants in red zones in Belize, Guatemala, El Salvador, Nicaragua, Costa Rica and Panama. Round 5	A1	Survey No:
	A2	GPS No.:
	A3	Site No.:
	A4	Coordinate W:
	A5	Coordinate N:
NOTE: Even if the interviewee does not answer the survey, all of section "A" must be completed		
A6. Interviewer, write the name that appears in the sign outside the establishment:		
A6.1 Interviewer, write the address of the business:		
A8. Starting Time (enter time in military format):		

Interviewer: make sure that the person you interview is the owner, manager, supervisor, person in charge or sales person so he/she is able to respond about the products sold in the outlet and in stock.

Good morning/afternoon/evening, my name is (interviewer: say your name and show identification), I am working with CID Gallup in a health study. We are conducting a survey of all the businesses in the surrounding area to evaluate if there are condoms and lubricants in this area so as to improve the availability and access to these products. Participation is voluntary, there are no personal questions, and the research has no identified risks; however you may choose not to participate. Your answers will be confidential and used only in the analysis of this study. If you need more information, I will gladly provide you with the contact information in case you have any doubts. The survey is quite short and we are asking for the collaboration of all the businesses in this area. Are you willing to answer a few questions?

visit 1		visit 2		visit 3	
A8.1 Date:	/ /2011	A9.1 Date:	/ /2011	A10.1 Date:	/ /2011
A8.2 Time:	: hrs.	A9.2 Time:	: hrs.	A10.2 Time:	: hrs.
A8.3 Results:	0. Done 1. Rejected 2. Requests revisit 3. Interruption	A9.3 Results:	0. Done 1. Rejected 2. Requests revisit 3. Interruption	A10.3 Results:	0. Done 1. Rejected 2. Requests revisit 3. Interruption
A10.4 If after the third visit it is not possible to have the interview, write down if there were condoms available in that place on the day of the interview:					0. No 1. Yes 99. Not possible to observe

Schedule: (enter time using military format, 00:00 hrs.)

B1	Is this business open 24 hours? If the answer is "yes" continue to B4	0. No 1. Yes
B2	Then, at what time do you open?	: hrs.
B3	At what time do you close?	: hrs.

Flow of people (write the exact amount being requested, if the person says they don't serve any type of clients write "0")

B4	In a good day, approximately, how many customers visit your business?	
B5	From this number, how many of the customers are female sex workers?	
B6	And from this number of clients, how many are homosexual men?	

Distributor (ask every one)

B7	Do you sell Alka-Seltzer here? If the answer is "no" continue to C1	0. No 1. Yes
B8	Who do you buy it from? Write the name, open question. If answer is "doesn't know/doesn't answer" continue to C1	
		99. DK/DA
B9	Is that a distributor, wholesaler, retailer, or another type of seller?	
	1. Distributor (wholesaler who visits them to sell them a product) 2. Wholesaler (wholesaler whom they visit to buy a product) 3. Retailer (another type of shop or business where they buy in retail quantities) 4. Other type (any other type of seller, no need to specify, just write it down)	

Condoms

Free Condoms

C1	During the past six months, have you had any condoms <u>to give out for free</u> to your customers? If the answer is “no” continue to C3	0. No 1. Yes																
C2	What brands? PRM																	
	<table border="1"> <tr> <td>1 No brand condoms (no logo)</td> <td>9 VIVE Amor</td> </tr> <tr> <td>2 Durex</td> <td>10 VIVE Colors</td> </tr> <tr> <td>3 Excite</td> <td>11 VIVE Mas</td> </tr> <tr> <td>4 M</td> <td>12 VIVE Original</td> </tr> <tr> <td>5 Masculan</td> <td>13 Other, specify brand:</td> </tr> <tr> <td>6 Scudo Natural</td> <td>14 Other, specify brand:</td> </tr> <tr> <td>7 Scudo Oro</td> <td>15 Other, specify brand:</td> </tr> <tr> <td>8 Trojan</td> <td></td> </tr> </table>	1 No brand condoms (no logo)	9 VIVE Amor	2 Durex	10 VIVE Colors	3 Excite	11 VIVE Mas	4 M	12 VIVE Original	5 Masculan	13 Other, specify brand:	6 Scudo Natural	14 Other, specify brand:	7 Scudo Oro	15 Other, specify brand:	8 Trojan		
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6 Scudo Natural	14 Other, specify brand:																	
7 Scudo Oro	15 Other, specify brand:																	
8 Trojan																		

Condoms for sale

C3	And, during the past six months, have you <u>sold</u> condoms here? If the answer is “no”, continue to C23	0. No 1. Yes
----	---	-----------------

C4. What brands do you regularly sell? Check the brands the person mentions, do not read options to him/her. If he/she mentions a brand that has sub-brands, look for the answer for the specified sub-brand, use the specified codes provided at the end of this document, by country	C5. Is <u>this brand</u> sold by the pack? (just for the brands mentioned in C4)	C6. At what price? (write down the price for the pack in local currency, for those mentioned in C5)	C7. And, by the unit? (just for the ones mentioned in C4)	C8. At what price? (enter the price for the unit in local currency, for those mentioned in C7)
1 No-brand condoms(no logo)	1. Yes		1. Yes	
2 Durex	1. Yes		1. Yes	
3 Excite	1. Yes		1. Yes	
4 M	1. Yes		1. Yes	
5 Masculan	1. Yes		1. Yes	
6 Scudo Natural	1. Yes		1. Yes	
7 Scudo Oro	1. Yes		1. Yes	
8 Trojan	1. Yes		1. Yes	
9 VIVE Amor	1. Yes		1. Yes	
10 VIVE Colors	1. Yes		1. Yes	
11 VIVE Mas	1. Yes		1. Yes	
12 VIVE Original	1. Yes		1. Yes	
13 Other, specify brand:	1. Yes		1. Yes	
14 Other, specify brand:	1. Yes		1. Yes	
15 Other, specify brand:	1. Yes		1. Yes	

C9	What brand of condoms sells the most? Do not read options to the person																	
	<table border="1"> <tr> <td>1 No-brand condoms (no logo)</td> <td>9 VIVE Amor</td> </tr> <tr> <td>2 Durex</td> <td>10 VIVE Colors</td> </tr> <tr> <td>3 Excite</td> <td>11 VIVE Mas</td> </tr> <tr> <td>4 M</td> <td>12 VIVE Original</td> </tr> <tr> <td>5 Masculan</td> <td>13 Other, specify brand:</td> </tr> <tr> <td>6 Scudo Natural</td> <td>14 Other, specify brand:</td> </tr> <tr> <td>7 Scudo Oro</td> <td>15 Other, specify brand:</td> </tr> <tr> <td>8 Trojan</td> <td></td> </tr> </table>	1 No-brand condoms (no logo)	9 VIVE Amor	2 Durex	10 VIVE Colors	3 Excite	11 VIVE Mas	4 M	12 VIVE Original	5 Masculan	13 Other, specify brand:	6 Scudo Natural	14 Other, specify brand:	7 Scudo Oro	15 Other, specify brand:	8 Trojan		
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7 Scudo Oro	15 Other, specify brand:																	
8 Trojan																		
C10	Generally, how many condoms do you sell in a good day? Include all of the brands; write down the answers in condom units, if respondent answers using packs convert the amounts into units.																	
C11	From this amount, how many condoms are of the brand that you said sells the most? Remind the person what he/she answered for C9																	
C12	And from the amount you just mentioned, and in general, how many condoms are VIVE brand condoms, including all of its condom types (Amor, Colors, Más, and Original)?																	

Provision

C13	Do you have condoms available today, either to sell, give out, or provide to the clients? If respondent answers “no” continue to C15	0. No	1. Yes
C14	Did you ever run out of condoms during the past four weeks? After this question, go to C16	0. No	1. Yes
C15	Why did you run out of them? Do not read options to respondent. PRM	1. Salesperson has not come / there is no one I can buy them from / I don't know where to buy them 2. Sales were good 3. Female Sex Workers have their own condoms 4. Clients have their own condoms 5. Other (specify)	

Providers

When you ask for an answer in terms of time, write the answer in days. For calculation purposes, one week has 7 days, and a month 30 days. After this set of questions, go to D1.

C16. Who is your condom provider? (either free or sold) Verify that the name is spelled correctly. Open. If person doesn't know or answer, write DK/NA and then go to D1	C17. What type of provider is that? write the code, see below*	C18. What brand does your provider sell you? write the code, see below**	C19. How often do they visit you? In days	C20. How often do you buy from them? In days	C21. What amount do you buy? In Units	C22. How long does this quantity last? In days

*Codes for C17, types of providers: 1) Distributor 2) Wholesaler 3) Retailer 4) NGO
 5) Independent seller 6) PASMO's sales person 7) Ministry of Health 8) Male or Female Sex Worker

** Codes for C18, condom brands: 1) no-brand condoms (no logo) 2) Durex 3) Excite 4) M 5) Masculan 6) Scudo 8) Trojan 9) VIVE 13) Other **specify:**

Note: use the same brand coding eliminating the sub-brand divisions

For those who answered that they do not sell or give out condoms

C23	Have you ever sold condoms?	0. No	1. Yes
C24	Would you be willing to sell condoms in the future? If the answer is “Yes” go to D1	0. No	1. Yes
C25	Why not? Do not read options to respondent. PRM. Classify	1. They don't sell/ It's not a good business 2. There is no one I can buy them from 3. Because of my religious beliefs 4. Does not suit my business or my clients 5. Sex workers have their own 6. Clients bring their own 7. There is another place nearby that sells them 8. Other specify:	

Lubricants

D1	Interviewer, show the card of lubricants and ask: The following questions are about intimate water-based lubricants, do you know what these are? If the answer is no, explain: intimate water-based lubricants are used specifically during sex to reduce friction; when a condom is used, lubricants prevent it from breaking.	0. No	1. Yes
D2	Taking this definition into consideration, have you sold, given out, or provided water-based lubricants in this business during the last six months? If the answer is “no”, go to D7	0. No	1. Yes

D3. What water-based lubricant brands do you regularly sell? Check the brands respondent mentions. PRM. Use the codes specified at the end of this document, by country	D4. At what price? (enter the price in local currency, for those brands mentioned in D3)
1. VIVE Combo Pack	
2. Durex/ Durex Play	
3. KY	
4. No-brand Lubricant (generic)	
5. Multi O	
6. VIVE Lub, tube	
7. VIVE Lub, sachet	
8. Other (specify)	
9. Other (specify)	

D5	Do you have lubricants available today, either to sell, give out or provide to your clients? If the answer is “no” go to E1	0. No	1. Yes
D6	Did you ever run out of lubricants during the past four weeks? After this question, go to E1	0. No	1. Yes

For those who answered that they do not sell or give out lubricants

D7	Have you ever sold water-based lubricants?	0. No	1. Yes
D8	Would you be willing to sell water-based lubricants in the future?	0. No	1. Yes

POP and Promotional Material

HIV Material

E1	Have you had during the last six months, here in your business, any display, promotional, or informative material that included HIV/AIDS prevention messages? If the answer is “yes” go to E3	0. No	1. Yes
E2	Has any salesperson or educator ever offered them to you? After this question go to E5	0. No	1. Yes
E3	What type of material? Answer should be spontaneous, do not read options to respondent. PRM. Classify		
	1. Promotional (use of the facilities, owners or employees) (cups, key rings, t-shirts) 2. Informative (provides information to the clients) (bifoliars, trifoliars, flyers, posters) 3. Display (displays the products to the clients) (calendars, display cases, mobile phones, talkers, banners, decals, watches, cup holders, painted walls, table tents, bags)		
E4	Does this material help you to sell condoms?	0. No	1. Yes

VIVE Condoms Material

E5	Have you had in the last six months, here in your business any display, promotional, or informative material with messages of VIVE condoms and lubricants? Show catalog. If the answer is “yes” go to E7	0. No	1. Yes
E6	Has any salesperson or educator ever offered them to you? After this question go to E9	0. No	1. Yes
E7	What type of material? Spontaneous, do not read options to respondent. PRM. Classify		
	1. Promotional (use of the facilities, owners or employees) (cups, key rings, t-shirts) 2. Informative (provides information to the clients) (bifoliars, trifoliars, flyers, posters) 3. Display (displays the products to the clients) (calendars, display cases, mobile phones, talkers, banners, decals, watches, cup holders, painted walls, table tents, bags)		
E8	Does this material help you to sell condoms?	0. No	1. Yes

Material on other condom and lubricant brands

E9	During the last six months, have you had in your business any display, promotional, or informative material that included messages on other brands of condoms or lubricants different from VIVE? If the answer is “yes” go to E11	0. No	1. Yes
E10	Has any salesperson or educator ever offered them to you? After this question go to E13	0. No	1. Yes
E11	What type of material? Spontaneous, do not read options to respondent. PRM. Classify		
	1. Promotional (use of the facilities, owners or employees) (cups, key rings, t-shirts)		

	2. Informative (provides information to the clients) (bifoliaris, trifoliaris, flyers, posters)	
	3. Display (displays the products to the clients) (calendars, display cases, mobile phones, talkers, banners, decals, watches, cup holders, painted walls, table tents, bags)	
E12	Does this material help you to sell condoms?	0. No 1. Yes

Material from the "Got it? Get it!" Campaign

E13	During the last six months, have you had in your business any material with messages about the "Got it? Get it" campaign to display and promote or inform about such campaign? Show logo. If the answer is "yes" go to E15	0. No 1. Yes
E14	Has any salesperson or educator ever offered them to you? After asking this question go to F1	0. No 1. Yes
E15	What type of material? Spontaneous, do not read options to respondent. PRM. Classify	
	1. Promotional (use of the facilities, owners or employees) (cups, key rings, t-shirts)	
	2. Informative (provides information to the clients) (bifoliaris, trifoliaris, flyers, posters)	
	3. Display (displays the products to the clients) (calendars, display cases, mobile phones, talkers, banners, decals, watches, cup holders, painted walls, table tents, bags)	
E16	Does this material help you to sell condoms?	0. No 1. Yes

Information on the business and interviewee

F1	And, to finish the survey, What is the name of this business?	
F2	What is the exact address of this business? Even if respondent does not know the answer this field line must be filled	
F3	Can you give me the business's telephone number?	99. DK/DA
F4	Can you give me your name? it will only be used by my supervisors if they need to verify my work,	99. DK/DA

Sexual workers at the establishment; Important: Ask this question only if the business is classified as a "High Risk" business

F5	The following is a confidential question; it will only be used for information purposes concerning the area, and never for purposes outside this study. Are there any male or female sex workers in this business? If the answer is "no" or "DK/DA" go to G1	0. No 1. Yes 99. DK/DA
F6	How many? Write down the exact number they give you.	

The survey ends here, thank you very much for your time and collaboration. Now, I need to take some notes about the advertising material and products displayed in this business. If it is not an inconvenience to you, I will take some notes.

G1	Answer: Was it possible to make the observations? If it was not possible go to H1	0. No 1. Yes
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Interviewer: the following sections do not include questions to be asked to the respondent, but observations you must make about any visible material. Some of the sections are only for some business, specifications about which ones they can be found in the instructions given at the beginning of the questionnaire.

Visibility of products and materials

Display, promotional, or informative material: look around and complete, for all businesses

G2	Is there any display, promotional or informative material, of any product or brand, visible in the establishment? Include all brands and all types of product	0. No 1. Yes
G3.	Is there any <u>visible</u> promotional or informative material with/of...?	G4. If the answer is "yes" take note of the type of PRM.

1. Prevention messages on HIV/AIDS	0. No 1. Yes	1. Promotional 2. Informative 3. Display
2. VIVE condoms and lubricants	0. No 1. Yes	1. Promotional 2. Informative 3. Display
3. Condoms (any brand other than VIVE)	0. No 1. Yes	1. Promotional 2. Informative 3. Display
4. promotional material of the "Got it?, Get it" campaign	0. No 1. Yes	1. Promotional 2. Informative 3. Display

Interviewer: Complete this section for those businesses that usually give away or sell condoms, those that answered "yes" for question C1 or C3.

G5	Is there a VIVE condom display case in the establishment?	0. No 1. Yes
G6	Are there display cases for any other brand in the establishment?	0. No 1. Yes

Interviewer: Complete this section for all the businesses that had condoms available on the day of the visit (see question C13).

G7	Are there condoms of any brand visible at this place?	0. No 1. Yes
G8	Take note of the number of "faces" of each product on display (fronts of products on display)	
	1 No-brand condoms (with no logo)	9 VIVE Amor
	2 Durex	10 VIVE Colors
	3 Excite	11 VIVE Mas
	4 M	12 VIVE Original
	5 Masculan	13 Other, specify brand:
	6 Scudo Natural	14 Other, specify brand:
	7 Scudo Oro	15 Other, specify brand:
	8 Trojan	

Interviewer: Complete this section for all the businesses that had lubricants available on the day of the visit (see question D4).

G9	Are there lubricants of any brand visible at this place?	0. No 1. Yes
G10	Take note of the number of "faces" of each product on display (fronts of products on display)	
	1. VIVE Combo Pack	5. Multi O
	2. Durex/ Durex Play	6. VIVE Lub, tube
	3. KY	7. VIVE Lub Sachet
	4. No-brand lubricant (generic)	8. Other (specify)

Possession of condoms by FSW

Interviewer: Complete this section only for businesses classified as "High risk" businesses (bars, taverns, liquor stores, discotheques, motels, pensions, brothels, houses of prostitution, massage parlors). This question should be asked to the SW present in and out of the establishment, not to those who are buying or have just bought products.

H1	Were there any male or female sex workers at the establishment during the interview? If the answer is "no" go to A11	0. No 1. Yes
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H2	Ask one male or female worker at the place: Good morning/afternoon/evening, my name is (interviewer: say your name and show identification), I am working with CID Gallup on a study on health. We are conducting a survey with the help of the businesses, clients and workers from the area to assess if there are condoms and lubricants in this area, with the purpose of improving the availability and access to these products. Since you are in one of the businesses of the area, I would like to ask you two non-personal questions. There is no risk for you in answering these questions; however, you may choose not to participate, your answers are voluntary. Your answers will remain confidential, and will be only used during the analysis of this study. If you need any more information I will gladly give you the contact information, whom you can contact in relation to any doubts you may have. <u>Can you tell me if you have condoms for your personal use at this moment?</u>	
H3	Do you have water-based lubricants for your personal use at this moment?	<div>0. No 1. Yes</div> <div>0. No 1. Yes</div>

Business's Classification		
A11. Channel. RU	A12. Type of outlet. RU	
1. Drugstore	11. Drugstore	12. Drugstore Chain
2. Non-traditional	21. Convenience Store 22. Neighborhood Store 23. Supermarkets 24. Gas Station	25. Grocery Store 26. Billiard 27. Street Vendor 28. Other (specify)
3. High-risk	31. Bar 32. Tavern 33. Liquor Store 34. Discotheque 35. Motel	36. Pension 37. Brothel 38. House of Prostitution 39. Massage Parlor
A13	Establishment's socioeconomic level (according to description, see card)	
		1. High 2. Middle 3. Low
A14	Was this business located within the original delimitation of the high-risk zone?	
		0. No 1. Yes

A15. NOTES:

A16 Ending time of the interview (**enter time in military format**):

Certification		
A25	I Certify having interviewed the person whose name appears on this questionnaire, and that the answers presented here were given by him/her – Any variation may be considered a serious offense and could be penalized according to our laws. Signature: _____ ID Number: _____	<div>0. No 1. Yes</div>
A26	I reviewed and approved this questionnaire; it meets the standards of CID GALLUP/Latin America. I Authorize the payment. Signature: _____ Code: _____	<div>0. No 1. Yes</div>
A27	Coder: _____	
A28	Digitizer: _____	

Information of the high-risk zone (filled by the agency with real data)	
J15	Name of the high-risk zone
J16	Code of the high-risk zone
J17	Address of the high-risk zone
J18	Neighborhood / zone where the high-risk zone

	is located		
J19	City where the high-risk zone is located		
J20	Department where the high-risk zone is located		
J21	Country where the high-risk zone is located		
J22	Number of high-risk points found in the zone		
J23	Total number of points of sales found in the zone (TOTAL)		
J24	Was this zone visited at the time of the previous MAP?	0. No	1. Yes

CLASSIFICATION OF THE BUSSINESS SOCIOECONOMIC LEVEL

HIGH SEL	MIDDLE SEL	LOW SEL
High income customers, well dressed, with their own recent-model cars.	Middle income customers, modestly dressed, some of them with cars, not always of recent models.	Low income customers, with temporary jobs (construction workers, carpenters, etc.), walk in customers.
Surrounding places with green areas, places with wide sidewalks, scarce heavy vehicular or pedestrian traffic.	Surrounding places are mainly commercial in type, heavy vehicular and pedestrian traffic. With some delinquency index.	Some surrounding places are not paved. The place is located in marginal areas, with high delinquency indexes.
Establishment with ample installations, enough space for cars. Finely finished front and details.	Medium size installations, no parking area for many cars. Modest front in good conditions.	Small installations, no parking space for cars. Business front in poor conditions.
Ceramic floor, good quality or luxurious furniture; luxurious and fine ornamentation. Additional equipment, (TV, sound system, air conditioning, cash registers) in enough quantities and in good conditions. Basic services (water, toilets, drainages) in perfect conditions.	Granite floor, furniture in good conditions, with not much decoration. Additional equipment (TV, sound system, air conditioning, cash register) in insufficient quantities and in regular conditions. Basic services (water, bathrooms with drainage system) working ok without problems.	Cement floor or dirt floor. Plastic furniture, or in poor conditions. Shortage or lack of additional equipment, (TV, sound system, air conditioning, cash register) regularly in poor conditions. Basic services (water, bathrooms, drainages) in precarious conditions.
Establishment has enough properly dressed (uniformed) security and service personnel; good quality of service to clients.	Scarce security and service personnel, with simple uniforms. The attention to the public can be slow and not personalized.	No security personnel and scarce service personnel, generally with no uniforms. The attention to the public is slow and poor in quality.

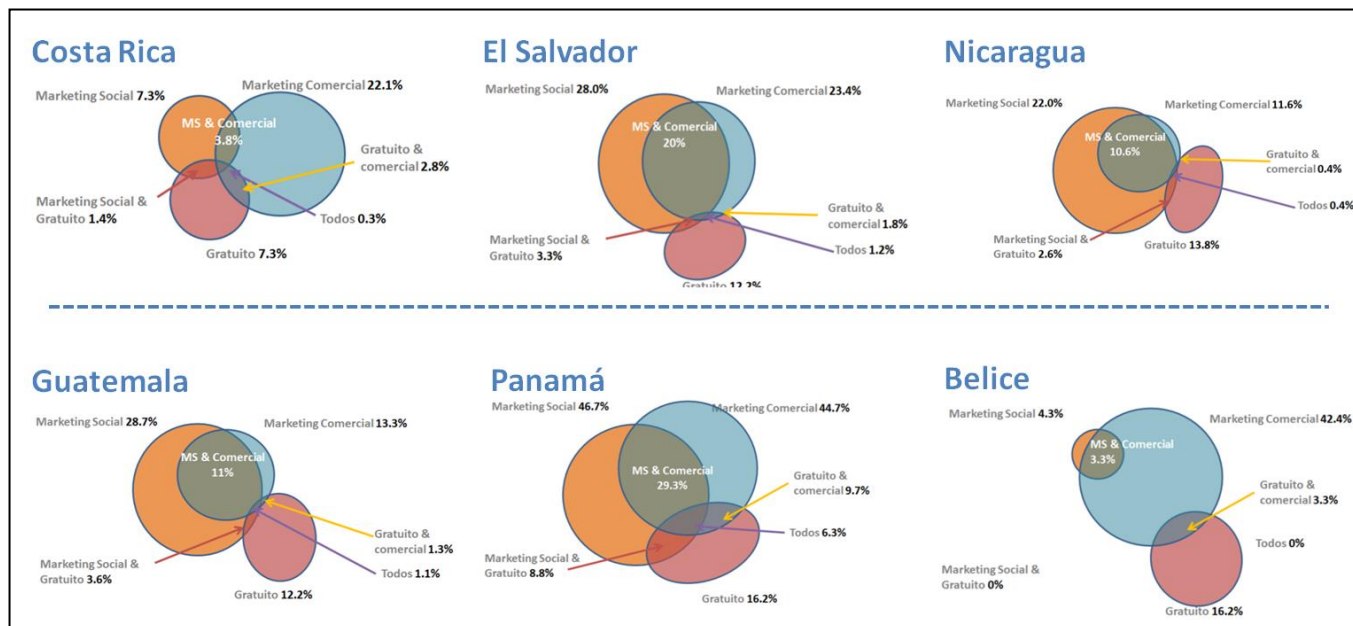
Condoms		Country					
code	brand	GUA	ELS	NIC	CR	PAN	BZE
1	Generic Condoms (no brand / no logo)	x	x	x	x	x	x
2	VIVE Amor	x	x		x		x
3	VIVE Original	x	x	x	x	x	x
4	VIVE Colors	x	x	x	x	x	x
5	VIVE Más	x	x	x	x	x	x
6	Vive Combo Pack	x	x	x	x		x
7	Vive Combo Mix		x	x		x	
10	Amore Mio				x		
11	Bareback						x
12	Barón			x	x		
13	Bodyguard			x			
14	Camaleón				x	x	
15	Condor		x				
16	COOL			x			x
17	Durex	x	x	x	x	x	x
18	Erotica						x
19	Excite	x					
20	Forrito					x	
21	Guardián		x				
22	IDA			x			
23	IPPF		x				
24	Kamasutra				x		
25	Lifestyle			x			x
26	Long Love (Unidus)		x				
27	M condom	x	x	x	x	x	x
28	Masculan	x	x		x	x	
29	Max Pro					x	
30	Midnight						x
31	Natural Sensation		x				
32	Panther		x				x
33	Pasión		x				
34	Piel		x		x		
35	Preventor		x	x	x	x	
36	Prime		x		x		
37	Profamilia		x	x	x		
38	Romantec			x			
39	Rough Rider		x				x
40	Scudo natural	x	x				
41	Scudo oro	x	x				
42	Te Amo					x	
43	Trojan	x	x	x	x	x	x
44	Wet & Wild						x
45	Xcite	x					
46	Young Lover				x		
90	Other (specify)	x	x	x	x	x	x

Condoms		Country					
code	brand	GUA	ELS	NIC	CR	PAN	BZE
91	Other (specify)	x	x	x	x	x	x
92	Other (specify)	x	x	x	x	x	x

Lubricants		Country					
code	brand	GUA	ELS	NIC	CR	PAN	BZE
1	Generic lubricant (no brand / no logo)	x	x	x	x	x	x
2	VIVE Lub, sachet	x	x	x	x	x	x
3	VIVE Lub, tube	x	x	x	x	x	x
4	VIVE Combo Pack	x	x		x		x
5	VIVE Combo Mix		x	x		x	
10	Calox					x	
11	Camaleón intimate gel				x		
12	Cupido					x	
13	Play (Durex)	x	x	x	x	x	x
14	KY (Johnson & Johnson)	x	x	x	x	x	x
15	KY Warming (Johnson & Johnson)	x	x	x	x	x	x
16	KyS				x		
17	D-B Lubricant		x				
18	Masculan				x		
19	Multi O gel	x	x	x	x	x	
20	Scudo	x					
21	Stein				x		
22	Sukia					x	
90	Other (specify)	x	x	x	x	x	x
91	Other (specify)	x	x	x	x	x	x
92	Other (specify)	x	x	x	x	x	x

Annex 3: TMA at country level

Graph 3: Results of the TMA analysis for all the countries of the region – Total condom market.



Graph 3: Results of the TMA analysis for all the countries of the region – High-risk Channel.

